PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: **DISTRIBUTION** **DATE:** **September 6, 1994**

FROM: **Bob Ferrin**

SUBJECT: **VIRGINIA SLIMS 1995 BOOK OF DAYS CARTON PROMOTION - ELEMENTS MEMO**

The attached Elements Memo provides a hard copy of the final elements for the Virginia Slims 1995 Book of Days Carton Promotion, which will be conducted nationally in October. The program provides Virginia Slims smokers with an opportunity to receive a functional date book with valuable coupons and lifestyle information from Working Woman magazine. This 1995 Book of Days will be delivered via Retail, Media and Direct.

Please direct any questions to myself or Wendy Marin.

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95BODEMEMO.BFMEMO

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VIRGINIA SLIMS
OCTOBER 1995 BOOK OF DAYS PROMOTION ELEMENTS

PROJECT:	During October of 1994, Virginia Slims will field the 1995 Book of Days promotion. The program includes a free book, which will be delivered on carton. There will be two different kits, one with a display and one without a display, which will be used in Walmart stores. Additional support will be delivered through: Media, FSI, Direct Mail, and Carton Inserts.
PROGRAM OBJECTIVE:	Reward loyal Virginia Slims smokers and increase alternate purchase among occasional users.

PROMOTION DETAILS

RETAIL OFFER:	• Free 1995 Book of Days with carton purchase.
PROGRAM EXECUTION:	The promotion will be pre-booked by PM Sales Reps and ordered through PM EXPRESS to distributors or directly to retail. Each SR or distributor will be responsible for applying the book to the carton.
TIMING:	In field date: October 3 1994 - October 28, 1994.
PLACEMENT:	• 100+ CPW carton outlets in the 44 Virginia Slims key markets (see attachment). • Allocations provide for 100% penetration of Retail Masters 100+ CPW carton outlets.
ALLOCATIONS:	• See attachment. TMD's will be responsible for providing allocations to the Section level. • Includes Military Allocations.
PRODUCT:	• All packings will be utilized. • Exact mix to be determined by the FSF.

WITH DISPLAY

POS MATERIALS:	• PM Express Kit #: 36401 total 14,040 kits. • Kit contains: -1 20 deal display -1 poster -1 static cling

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WITHOUT DISPLAY

- PM Express Kit #: 36403 total 1,300 kits.
- Kit contains:
  -1 header card
  -1 poster
  -1 static cling

PAYMENTS REPORTING: PM Express kit # 36401 and 36403
Distributor Assembly Code: 812 ($12/12M case)

PM EXPRESS ORDERING INFORMATION: Kit order dates: July 18, 1994 - October 14, 1994
Dimensions: 59 1/4 "H x 17" W x 10 1/2 D

ADDITIONAL PROGRAM SUPPORT: The following provides details on additional programs that will support the 1995 Book of Days promotion:

Element	Timing	Circ.	Offer
SlimsClub Direct Mail #5	September/October	1.5MM	Book of Days w/15 pack UPCs
Media	October	1MM	Book of Days w/15 pack UPCs
FSI	October 9	35MM	Book of Days w/15 pack UPCs
Carton Insert	October	5MM	Book of Days w/15 pack UPCs

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VIRGINIA SLIMS
OCTOBER 1995 BOOK OF DAYS MATERIALS

Element	POS #	Quantities	P/F
Kit # 36401 w/Display			
Display	72031	14,040	1
Poster	72032	14,040	1
Static Cling	72035	14,040	1
Book of Days	72036	280,800	20
Kit #36403 w/o Display			
Header	72107	1,300	1
Poster	72032	1,300	1
Static Cling	72035	1,300	1
Book of Days	72036	26,000	20

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VIRGINIA SLIMS
1994 OCTOBER BOOK OF DAYS ALLOCATIONS

MARKET	'93 TOTAL RET MAST SS CTN 100+CPW	BASE ALLOC. 100%	INCR. ALLOC.	TOTAL ALLOC.
1C0 HARTFORD	85	85	11	96
1I0 PHILADELPHIA	405	405	53	458
1J0 HARRISBURG	351	351	46	397
TOTAL REGION 1	**841**	**841**	**110**	**951**
R1 MILITARY				*60*
2A0 BALTIMORE	166	166	22	188
2B0 WASHINGTON	337	337	44	381
2C0 RICHMOND	626	626	82	708
2D0 RALEIGH	379	379	50	429
2E0 CHARLOTTE	555	555	72	627
2F0 COLUMBIA	322	322	42	364
2G0 GREENVILLE	198	198	26	224
2H0 KNOXVILLE	482	482	63	545
2I0 NASHVILLE	360	360	47	407
2J0 ATLANTA	477	477	62	539
2K0 BIRMINGHAM	362	362	47	409
2L0 SAVANNAH	224	224	29	253
2N0 PENSACOLA	234	234	31	265
2M0 JACKSONVILLE	258	258	34	292
2O0 ORLANDO	208	208	27	235
2P0 TAMPA	265	265	35	300
2Q0 MIAMI	47	47	6	53
TOTAL REGION 2	**5,500**	**5,500**	**719**	**6,219**
R2 MILITARY				*60*
3A0 ST. LOUIS	363	363	47	410
3D0 MEMPHIS	305	305	40	345
3E0 JACKSON	233	233	30	263
3F0 LITTLE ROCK	368	368	48	416
3G0 NEW ORLEANS	364	364	48	412
3H0 LAKE CHARLES	145	145	19	164
3M0 OKLAHOMA CITY	465	465	61	526
3N0 DALLAS/FT. WORTH	388	388	51	439
3O0 MIDLAND	150	150	20	170
3P0 ALBUQUERQUE	161	161	21	182
3Q0 HOUSTON	238	238	31	269
TOTAL REGION 3	**3,180**	**3,180**	**415**	**3,596**
R3 MILITARY				*60*
4A0 PITTSBURGH	258	258	34	292
4B0 CLEVELAND	228	228	30	258
4C0 COLUMBUS	231	231	30	261
4D0 CINCINNATI	256	256	33	289
4F0 DETROIT	229	229	30	259
4G0 GRAND RAPIDS	249	249	33	282
4H0 TOLEDO	286	286	37	323
4I0 INDIANAPOLIS	436	436	57	493
4L0 CHICAGO	390	390	51	441
4Q0 MILWAUKEE	234	234	31	265
TOTAL REGION 4	**2,797**	**2,797**	**365**	**3,163**
R4 MILITARY				*60*
5F0 SALTLAKE	116	116	58	174
5K0 HAWAII	35	35	5	40
5M0 SAN DIEGO/LA	798	798	399	1,197
TOTAL REGION 5	**949**	**949**	**462**	**1411**
R5 MILITARY				*60*
TOTAL U.S.	**13,267**	**13,267**	**2,071**	**15,340**
TOTAL MILITARY				*300*

****SPECIAL NOTES:****

- MILITARY ALLOCATIONS ARE SHOWN SEPARATELY, BUT ARE INCLUDED IN REGION TOTALS

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